

Project Title: Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration

Principal Investigator:

Amrita Burdick
Clinical Medical Librarian
Health Sciences Library
University of Missouri – Kansas City
2411 Holmes St.
Kansas City, MO 64108-2792
burdicka@umkc.edu
Phone: 816-235-1876
Fax: 816-235-6570

Period of Performance: 7/1/2008 – 12/31/2009

Amount Funded: \$ 6000.00

Exhibit A

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration

Statement of Work

The ALA/NLM traveling exhibition, “Changing the Face of Medicine: Celebrating America’s Women Physicians”, is scheduled to be held in the Greater Kansas City Metropolitan Area from October 3 to November 11, 2009. This is an opportunity to celebrate the successes of women in medicine and science and to encourage health career paths for young females. The exhibit is sponsored by four local academic medical libraries and housed in the Archie Dykes Library at the University of Kansas Medical Center. This broad library support provides an excellent opportunity to highlight the contribution of libraries and information access to health care.

Lectures for health professionals and the community as well as programs involving the Girl Scouts and elementary and high school students are planned in conjunction with the exhibit. Numerous parallel activities will involve other community organizations and academic institutions.

Objectives:

- Examples of women in medicine will provide inspiration and encouragement to young people.
- The exhibit and related events will encourage more applications from underrepresented minority students and other women to our medical schools.
- Career choices in science and health care will be encouraged.

Activities:

During this six week exhibit from October 3 to November 11, 2009, the following outreach programs will be conducted -- approximately one per week.

- 1) Opening reception – Featuring Dr. Marjorie Sirridge, a trail blazing physician who was the first Kansas City female medical school dean. She is featured in the exhibit.

Award funds used for:

- Facilities, housekeeping, A/V
- Honorarium

- 2) Girl Scouts – an interactive hands-on learning exploration of health sciences and careers involving senior scouts, in collaboration with the pathology department of the University of Kansas Medical Center and the “Association of Women in Science” club at William Jewell College.

Award funds used for

- Informational materials about careers and healthcare
- Supplies for pathology project

- 3) “Medical Tools of the Trade” – program for elementary students by medical students, reaching out to metropolitan school children to encourage them in a medical/scientific career.
Award funds used for:
 - Informational materials
 - Science career favor bag
- 4) Women’s Experiences in Medicine – a dramatic presentation featuring students from the University of Missouri-Kansas City theater classes reading from diaries of prominent women physicians, and lecturer, Dr. Diane Buckingham, a metropolitan area psychiatrist who works with adolescents.
Award funds used for:
 - Speaker gift
 - Facilities and AV
- 5) Local pathologist, Dr. Mary Dudley, for Halloween program and lecture about forensic medicine.
Award funds used for:
 - Facilities and AV
 - Speaker gift
- 6) Women in Research – a cooperative effort with Linda Hall Library of Science, Engineering & Technology featuring speaker Dr. Sara Walker.
Award funds used for:
 - Transportation from Columbia, MO – mileage
 - Speaker gift
- 7) Closing -- tentatively -- Professor Arlene Tuchman. Director, Center for Medicine, Health and Society, Vanderbilt University. Travel, honorarium, and local accommodations sponsored by partner institutions. Award funds will cover facilities and A/V expenses.

Time Line:

An approximate timeline of specific steps follows:

- 1) Schedule and coordinate speakers who have agreed to participate.
- 2) Arrange for program facilities and media support. Schedule lecture halls.
- 3) Develop publicity.
- 4) Develop informational pamphlets regarding careers and health information resources.
- 5) Publicize the exhibit.
- 6) Do ongoing quarterly reports to NNLM as arrangements progress.
- 7) Organize additional volunteers, including medical students.
- 8) Create approximately 250 student science career favor bags.

- 9) Arrange transportation and lodging as needed for out of town speakers.
- 10) Arrange for reception.
- 11) Count attendees and gather statistical data, including brief surveys of young people about career interest.
- 12) Tally related community events and activities by other organizations.
- 13) Make final reports.

Evaluation:

- Statistical data on exhibit programs and attendance gathered for exhibit sponsors will be provided to the NN/LM MidContinental Region.
- Tally of related activities conducted by other community groups will be compiled.
- Publicity and printed materials related to the events will be collected.
- A survey on interest in medical and health careers will be developed and distributed to youth group attendees. The results will be tabulated and evaluated.

Deliverables

Deliverables are to be submitted to the NN/LM MidContinental Region in Salt Lake City, Utah

- Quarterly Reports are due 15 days after the close of the quarter.
- The NN/LM MidContinental Region will provide a template to use in completing the reports.
- Quarterly Reports will be due:
 - October 15, 2008
 - January 15, 2009
 - April 15, 2009
 - July 15, 2009
 - October 15, 2009
 - Last Quarter and Final Report due: Jan 31, 2010
- A final report including the final evaluation is due 30 days from the last day of the performance period. The NN/LM-MidContinental Region will provide you with the form to be completed. The final report must include a narrative summary of project accomplishments; sites where training was done and a description of training sites; description of target audience; list of exhibits, if applicable; approaches and interventions used; project evaluation results; observations on problems or barriers encountered; impact of the project; and recommendations for improvements, alternative methods, insights, etc. In addition, a graphical compilation of web site statistics, classes and demonstrations conducted of NLM databases, and meetings attended, must be provided.
- The final 10% of the award will be paid upon receipt of the final report of the project and an invoice for the final 10%.
- Any materials (promotional materials, training materials, articles etc) developed or produced for this project will be provided in electronic format (whether in ASCII, HTML, PDF, or other document formats). In accepting the award, the bidder gives permission for use of such materials by the NLM and NN/LM.
- The bidder may also be asked to provide information to the RML or to NLM, such as IP addresses, which will be used to track usage of MedlinePlus, PubMed or *ClinicalTrials.gov* by institutions participating in the project.
- Information on training materials developed under this contract should be submitted to the [National Training Center and Clearinghouse](http://nnlm.gov/train/suggest.html) (NTCC) (<http://nnlm.gov/train/suggest.html>).

Exhibit B

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration Budget

CATEGORY NN/LM

- 1) Personnel Costs: \$ 2020.00
- 2) Supplies Costs: \$ 3780.00
- 3) Equipment or Software Costs: * \$ 00.00
- 4) Travel Costs: \$ 200.00
- 5) Other Costs: \$ 00.00

Total NN/LM Costs: \$ 6000.00

Please describe the types of expenditures that you have included in each budget category and explain why they are needed:

Personnel Costs: \$2020.00

A significant expense is the cost of the AV and facilities personnel who will be setting up and working at these events, many of which are scheduled for weekends. The honoraria are nominal.

Supplies Costs: \$3780.00

The biggest cost is career and healthcare printed materials, supplies, and surveys for the youth programs at \$2600.00.

Equipment or Software Costs: \$00.00

We are not purchasing any equipment for this event. If we need additional computer equipment for the student groups, we will ask our institutions to provide them during the exhibit dates.

Travel Costs: \$200.00

There is only one speaker from out of town who has travel costs that aren't covered by a sponsoring group. She is a regional physician who is featured in the exhibit. We are searching for supplementary funding within our own institutions and from other organizations to cover additional costs of the exhibit, e.g., street banners, additional promotional material. Institutional support includes the personnel time needed to coordinate and monitor the exhibit and events. Our institutions are covering current mailings and phone calls dealing with the local arrangements as well as some of the printed materials. The full cost for the Dean's Panel and tea is institutionally sponsored. The closing speaker's travel, honorarium and local accommodations are sponsored.

EXHIBIT C

Changing the Face of Medicine – A Kansas City Academic Medical Library/Community Celebration Publishing

All Publications should include the following acknowledgement:

“This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services under Contract No. N01-LM-6-3504 with the University of Utah.”

Recipients of NN/LM funding are strongly encouraged to consider publishing results from NN/LM funded projects in journals that make their contents freely available on the Web.

Recipients are requested to submit to the NIH National Library of Medicine’s (NLM) PubMed Central (PMC) an electronic version of the author’s final manuscript, upon acceptance for publication, resulting from research supported in whole or in part with direct costs from NIH. NIH defines the author’s final manuscript as the final version accepted for journal publication, and includes all modifications from the publishing peer review process. The PMC archive will preserve permanently these manuscripts for use by the public, health care providers, educators, scientists, and NIH. The Policy directs electronic submissions to the NIH/NLM/PMC: <http://www.pubmedcentral.nih.gov>.